

“Limited market share and low acceptability of Unilever’s brand CloseUp”

A thesis
Presented to
The faculty of
Management sciences
Bahria Institute of Management & Computer Sciences, Karachi

In partial fulfillment
Of the Requirements for the
Degree Masters in Business Administration

By

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RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis hereto attached, entitled, "Limited market share and low acceptability of Unilever's brand Closeup", prepared and submitted by **Jebran Ahmed Kausar**, in partial fulfillment of the requirements for the degree **MASTERS IN BUSINESS ADMINISTRATION**, is hereby recommended for appropriate action.

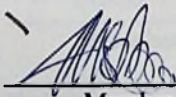
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EXECUTIVE SUMMARY

This dissertation covers the objective of the project i.e. to provide us with an insight into the practical implications of methods of research. I have chosen "Close Up" a well-known brand of Unilever, Pakistan as a research study for my thesis.

I've first of all given a complete introduction of the company's business and with what vision the company operates in the current market. This information is necessary to give an understanding of the utility of these concepts for this organization. Close Up is a brand of Unilever and has strong backing of a strong MNC. Despite of which it has not been able to capture a substantial market share in comparison with its competitors. Hence, I have taken up the project to find out the reasons hindering the growth in the market share of Close Up in Pakistan.

The thesis then covers an overview of the brand "Close Up", it's past & present strategies, target market, SWOT analysis, competitor analysis and my conclusions drawn from the research that I have conducted. In the end I've given some key recommendations.

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CHAPTER ONE

INTRODUCTION TO THE TOPIC